



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

April 12, 2005  
4:00 p.m.

**MEMBERS PRESENT:** J. McDonald, G. Moffat, K. Nesbitt, M. Reynolds, H. Roper

**MEMBERS ABSENT:** M. Holmes, J. R. Smith

**OTHERS PRESENT:** Laura Pinnick, Ashley Memorial Dog Park Foundation; Leilani Vierra, Placer SPCA

**CITY STAFF:** Robert Richardson, City Manager

**STAFF SECRETARY:** Marilyn Hamner-Crout

**TOTAL ATTENDANCE:** 9

**MEETING CONVENED:** 4:00 p.m.

**MEETING ADJOURNED:** 5:50 p.m.

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
<b>I. Call to Order and Flag Salute</b>		Meeting was called to order by Chairman Monti Reynolds at 4:00 p.m.	
<b>II. Agenda Approval</b>	Review agenda and propose changes.	No changes were requested.	
<b>III. Public Comment</b>	A time to speak on any item not on the agenda.	Nesbitt said he stopped by the Warmington Homes development and said the information they are handing out to potential home buyers is incorrect. You would think they could get it right.	
<b>IV. Approval of Minutes</b>	Approval of minutes for March 22, 2005	It was moved to approve the minutes of March 22, 2005, as submitted.	<b>Motion: Roper/ McDonald Approved.</b>
<b>V. Fiscal Year 2004-2005 Budget Report</b>	Current budget report	City Manager Bob Richardson pointed out that the \$2,000 reimbursement from DBA had been credited.	
<b>VI. Funding Request</b>	Ashley Memorial Dog Park Foundation—\$6,000	<p>Laura Pinnick spoke on behalf of the Ashley Memorial Dog Park Foundation. She pointed out that she revised the amount to \$6,000 to provide seed money for advertising. Chairman Reynolds pointed out that the EDC did not want to make a decision until results of the neighborhood survey were released. Richardson said the survey results were not available yet. Roper asked if the project has been approved by the City. Pinnick said it is in the process, but not at the approval stage yet.</p> <p>There was additional discussion regarding the mission of the EDC. The commission was reluctant to recommend to City Council funding this request without review and establishment of the new EDC mission.</p>	

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
	Placer SPCA, 16th Annual Barbecue and Blues—\$3,000	<p>McDonald asked if events like this could be included in the visitor guide venture and treated like an in-kind service in lieu of donating cash. Richardson pointed out that Pinnick has the opportunity to take a funding request to City Council directly.</p> <p>It was moved to fund \$1,780. Due to lack of a second, the motion failed.</p> <p>It was moved to recommend approval of funding in the amount of \$500 to the Ashley Memorial Dog Park Foundation for advertising.</p> <p>Leilani Vierra spoke on behalf of the Placer SPCA. McDonald contacted participants to find out what the sales were and the tangible benefit to the City. They were unwilling to provide that information. Nesbitt said it appears this event does not need seed money. It is a very successful event.</p> <p>It was moved to recommend to City Council approval of funding in the amount of \$500.</p>	<p><b>Motion: Roper</b></p> <p><b>Motion: Moffat/Roper Approved.</b></p> <p><b>Motion: Nesbitt/McDonald Approved.</b></p>
<b>VII. EDC Business</b>	Re-examination of EDC Mission and Selection of Projects Consistent with Mission	<p>Chairman Reynolds distributed copies of his “Economic Development Commission Strategy Proposal” for discussion. Nesbitt said, historically, the EDC was established in part to perform as a sounding board and appropriations committee for the City Council. However, over time the EDC has headed in the direction of economic development. What is needed is proof of tangible benefit to the City, perhaps a definite amount allotted for “events” and then no more, and very clear guidelines for EDC and those requesting funding. It cannot be arbitrary. Roper, Moffat and Nesbitt volunteered to work on Proposal #1 (appropriations guidelines) and Reynolds and Richardson will concentrate on Proposal #2. Reynolds said he would like to see the EDC “project driven” and not just “reactive.”</p> <p>Richardson explained how the redevelopment agency works and said he would like to see the redevelopment project area expanded to include Nevada Street and Highway 49.</p>	

<b>SECTION</b>	<b>AGENDA ITEM</b>	<b>ACTION</b>	<b>VOTE (if any)</b>
		<p>Richardson said there is a need to act upon the funding of the sign at I-80 and Maple Street. Project Auburn is replacing the sign as part of its Old Town renovation, but may not have the funds necessary.</p> <p>It was moved to add this item as an emergency measure.</p>	Motion: Nesbitt/Roper Approved.
	AUDA Agreement for Re-design of I-80 and Maple Street Billboard— A Project Auburn Project	It was moved to recommend to the Auburn Urban Development Authority to execute an agreement with Michael Kent Murphy Architect for the re-design of the existing billboard at I-80 and Maple Street at a cost not to exceed \$8,000.	Motion: Nesbitt/Roper Approved.
	Gold Country Visitor Guide Advertising Venture	Roper reported that a meeting has been held and the members will come up with a format. Moffat is working on the content. Types of photos were discussed. Roper is working on the calendar. If there is time, the draft will be brought back to the EDC for final approval.	
<b>VIII. Economic Development Commission Reports</b>		None.	
<b>IX. Future Agenda Items</b>		⇒ SEDD presentation at some point in the future	
<b>X. Next Meeting Date</b>		The next regular meeting will be held on Tuesday, April 26, 2005, 4:00 p.m.	
<b>XI. Adjournment</b>		Meeting was adjourned at 5:50 p.m.	